

Automotive Daily News

PASSENGER

TRUCK



TRACTOR

ACCESSORIES

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DODGE ADOPTS PLAN TO ASSURE GENUINE PARTS

Will Add 5,000 New
Points of Contact
With Owners

DETROIT, March 6.—A nation-wide plan to insure genuine service repair parts for Dodge Brothers motor cars and Graham Brothers trucks and motor coaches is being inaugurated by Dodge Brothers, Inc. With this plan in effect genuine Dodge Brothers and Graham Brothers parts may be obtained at practically all reputable repair shops at minimum cost.

Such shops, it is announced, will now receive parts at a discount large enough to eliminate all temptation to use imitation parts and enable them to do repair work at a low cost to the car owner. Heretofore, garages outside Dodge Brothers organization have not received a discount.

This service is being installed rapidly through co-operation of Dodge Brothers dealers and mechanics determined move on the part of the factory to protect owners of Dodge Brothers motor cars and Graham Brothers trucks and motor coaches from substitution of inferior parts.

To carry into effect this broadened policy, every Dodge Brothers dealer has been asked to canvass his territory for service stations and garages where good workmanship and courtesy prevail, with the idea of enlisting them in the important work of protecting customers against counterfeiters.

It is also announced that a liberal discount on parts is now effective to fleet owners who operate their own repair shops. Fleet owners are defined as individuals or corporations owning five or more Dodge Brothers or Graham Brothers vehicles. Both Dodge Brothers motor cars and Graham Brothers trucks are exceptionally popular with business men who are necessarily more than casually interested in dependable performance and low operating cost. Consequently, there are thousands of these fleets in operation all over the world whose owners will benefit by the new discount.

It is expected that the new arrangement with independent garages will immediately give Dodge Brothers and Graham Brothers at least 5,000 new points of contact with their car and truck owners where prompt, reliable service will be available at all times. The number of authorized Dodge Brothers service stations already is in excess of 5,000.

"Dealers have been asked to use the utmost care in the selection of garages with which to deal on the new basis," said a factory executive today. "We are chiefly interested in seeing that our car owners get genuine parts, but accurate work and reasonable prices are also to be considered in making selections. Before summer we expect to place signs on all garages chosen by our dealers, and such signs from now on will assure car owners that they will not get counterfeit parts."

Motor Congress to Convene in Washington

Special from A. D. N. Washington Bureau
Washington, March 6.—A nation-wide "motor congress" will convene in Washington for a three-day session on March 25 to consider problems affecting motor vehicle operation, with particular attention to the bettering of motor touring conditions throughout the country.

The call for the convention went out today to the secretaries of 775 motor clubs affiliated with the American Automobile Association and it is expected that upward of 300 of the best known club workers in the country will attend. The convention will be held at the Hotel Willard.

AUTO LITE CORP. PLANS EXPANSION

Plant Improvements
And Additions to
Cost \$1,000,000

Toledo, O., March 6.—A contract was let Friday by C. O. Miniger, president of the Electric Auto Lite Corporation, for three huge additions to the factory that will add nearly 200,000 square feet of floor area.

Work has already started on the expansion program, which will make the Auto Lite the largest individual plant manufacturing starting and lighting equipment in the world. The structures will include a four story building which will lengthen by eighty feet one of the present units; a new four story building 100x120, a one story building 100x140, designed for machine shop purposes, and a complete rearrangement of the heating and power equipment.

All buildings will be completely equipped with new machinery and the total investment will run well upwards of \$1,000,000 when completed. The Auto Lite will have a capacity of 5,000 complete outfits in a nine-hour working shift.

President Miniger reported a gain of 25 per cent. in the first two months' business of this year over the corresponding period of a year ago. March production will be 20 per cent. greater than February. It was announced Friday that the company has declared the regular quarterly dividend on the common stock, payable April 1 to stockholders of record of March 15.

SCHENECTADY FIRE DEPT. SEEKS MOTOR APPARATUS

Schenectady, N. Y., March 6.—Requests for more than \$100,000 worth of motor apparatus have been made of the Schenectady common council. The Fire Department asks \$57,000 to cover the cost of four new pumpers and a truck. The Department of Public Works asks \$50,000 to replace present horse drawn equipment.

CHEVROLET PRICES CUT TO CONFORM TO NEW TAX

DETROIT, March 6.—Effective March 4, the Chevrolet Motor Company announces reductions on all of its models in conformity with the automobile tax cut.

SPECIAL TRAFFIC COURTS URGED

Highway Safety Committee Submits Report

Special from A. D. N. Washington Bureau
Washington, March 6.—The committee of enforcement of the National Conference on Street and Highway Safety has just made public its report, which it will submit to the conference here late this month. Judge William McAdoo, chief city magistrate of New York, is chairman of the committee.

"Uniform, impartial enforcement of reasonable requirements by adequate and properly organized police is a prime necessity in reducing street and highway accidents," the committee states in the report.

Severe punishment is recommended as the only means by which some traffic violators can be prevailed upon to respect traffic laws and regulations. At the same time, the committee holds that prevention of accidents and not vengeance upon those causing accidents should be the ultimate aim.

Special traffic courts are recommended for the larger cities and special traffic sessions of the general courts for smaller cities.

SCHULTE AGAIN HEADS DETROIT AUTO DEALERS

Special from A. D. N. Detroit Bureau
Detroit, March 6.—Joseph A. Schulte, manager Detroit branch Cadillac Motor Car Company, has been elected secretary of the Detroit Automobile Dealers' Association, succeeding R. B. Mann, resigned.

Schulte previously served as the organization's sixth president. Before that time he had also held other executive positions.

Other D. A. D. A. officers are: Walter J. Judd, president; L. H. Saunders, vice-president; John W. Newmann, treasurer, and Walter J. Bemb, director.

NASH AND AJAX MODELS CARRY TAX-CUT PRICES

Kenosha, Wis., March 6.—The Nash and Ajax Motor Companies are notifying all of their distributing organizations that the automobile tax reduction which is ordered by Congress to become effective March 23 will be absorbed by the Nash and Ajax companies as if it had become effective March 5. The action is announced by E. H. McCarty, general sales manager.

FRANKLIN NEW DELIVERY PRICES EFFECTIVE NOW

Syracuse, N. Y., March 6.—Although the new Automobile tax reduction law does not become effective until March 29, the Franklin Automobile Company has announced that customers will be given the benefit of this \$40 to \$50 reduction immediately.

LAMP PLANT BUSY

Kenosha, Wis., March 6.—Production of automobile lamps at the Kenosha plant of the C. M. Hall Lamp Company is now reaching 6,000 per day with prospects for a gradual increase to close to 7,000 per day as the season progresses.

Record Crowd Flocks to Boston Automobile Show

BOSTON, Mass., March 6.—The annual Boston Automobile Show was opened here today by Gov. Alvan T. Fuller, with a record crowd of manufacturing organization representatives and dealers from every section of New England in attendance. The crowd filled Mechanics Building and a generous overflow crowded the ballroom of the Copley Plaza, where the salon of foreign and high-priced American cars held forth.

Morris, New Flint Sales Manager

Flint, Mich., March 6.—R. H. Mulch, vice-president and general manager of the Flint Motor Company, announces the appointment of George R. Morris as sales manager of that company. He has been assistant sales manager for some time.



G. R. Morris

Mr. Morris is one of the veterans of the automobile industry, and has been actively engaged in sales work for more than twenty years.

Mr. Morris has already entered upon his new duties at the Flint executive offices at Flint.

PAIGE-JEWETT ANNOUNCES NEW DELIVERY PRICES

Special from A. D. N. Detroit Bureau
Detroit, March 6.—The Paige Detroit Motor Car Company has announced a reduction of as much as \$27.93 in the delivered prices of all Paige and Jewett cars in amounts equal to the reduction in the war tax under the new Federal tax law.

It applies to all cars delivered at retail between March 3 and March 28. List prices f. o. b. Detroit remain unchanged.

ROAMER MOTOR CAR CO. HAS PLANT IN CALIF.

Los Angeles, March 6.—With the completion of the first factory unit at Mutual City, a California plant of the Roamer Motor Car Company of Kalamazoo, Mich., has become a reality. Machinery and body building equipment is now being installed in the factory and production will start almost immediately.

BODY BUILDING CO. BOOKED ON OUTPUT

Los Angeles, March 6.—The General Aluminum Products Company here is now booked six months ahead on its output. The company, which is the third largest buyer of duraluminum in the country, uses it in the manufacture of truck bodies and office furniture.

STRONG ON COAST

Oakland, Cal., March 6.—E. T. Strong, general sales manager of the Buick Motor Company, is in San Francisco, following a tour of the Pacific Northwest. He was accompanied from Portland, Ore., by R. F. Thompson, general manager of the Howard Automobile Company, Pacific Coast distributor of the Buick line.

The show this year opens under peculiarly favorable auspices. The manufacturing plants of New England are operating at full blast, with the promise of surplus money among all classes and the certainty that much of this will be spent on automotive products. At the moment of going to press the actual attendance figures have not been computed, but Chester I. Campbell, manager of the show since its inception, stated that the greatest first day crowd in history had filed through the doors.

A number of brand new models are making their New England show debut, notably the new Stutz, Ajax, new Day Jewett, Paige, Diana and Pontiac, and interest in the new offerings is running high. Many of these cars of course have been sold in New England for some months, but this is the first opportunity to inspect the freshman class under the stimulating conditions of show time.

The accessory division is exceedingly well represented at this present show and many items of equipment new to car buyers are on display.

On every side one gets expressions of optimism as regards business conditions for the entire New England territory. Dealers feel that the first warm days will bring out a flood of buying never before equaled. Dealers' stocks of cars on hand and in storage are below normal and the advice that is being freely given at the Boston show "to buy now and be sure of early delivery" is not an idle threat. Predictions are being freely made that when the show closes next Saturday night all records for sales will have been broken.

The list of exhibitors with the numbers of their spaces follows:—
A. C. Spark Plug Co., Flint Mich. Space 429.
Aga Auto Lamp Co., Inc., 29 Oakland St., Amesbury. Space 624.
Ajax Car, 640 Commonwealth Ave., Boston. Spaces 105, 106, 107.
Ajax Wrench Corporation, 50 Church St., New York. Space 441.
Altemite Lubricator Co. of New England, 584 Commonwealth Ave., Boston. Space 425.
Alexander & Byrnes, 18 Dolphin Ave., Winthrop. Space 412.
American Auto Lamp Co., Inc., 507 West 50th St., New York. Space 417.
American Bus and Truck Co., Inc., 750 Commonwealth Ave., Boston. Spaces 331, 332.
American Chain Co., Inc., 929 Connecticut Ave., Bridgeport, Conn. Spaces 502-505 Inc.
American La France Fire Engine Co. of Massachusetts, 1255 Boylston St., Boston. Spaces 247, 248, 249, 256, 257, 258.
American La France Truck, 1255 Boylston St., Boston. Spaces 247, 248, 249, 256, 257, 258.
Anderson Manufacturing Co., 1934 Revere Parkway, Everett. Space 545.
Anthony Co., Frank P., 7 Brighton Ave., Boston. Spaces 2, 4.
Arrow-Lite Co., 589 Boylston St., Boston. Space 710.
Atlantic Radio Co., Inc., 727 Boylston St., Boston. Space 727.
Atlas Co., Inc., E. H., 92 Brookline Ave., Boston. Spaces 524, 525.
Auburn Car, Ball Square, West Somerville. Spaces 34, 35.
Automobile Diamond Chain Co., 72 Depot St., Manchester, N. H. Space 547.
Automobile Legal Association, 1030 Park Square Bldg., Boston. Spaces 601, 602.
Automotive Daily News, 1926 Broadway, New York. Space 708.
Bankette Co., 20 State St., Boston. Space 705.
Bearings Specialty Co., 169 Massachusetts Ave., Boston. Space 440.
Bearings and Motor Equipment Co., 714 Commonwealth Ave., Boston. Space 416.

(Continued on Page 4)

CHEVROLET PARTY HOMEWARD BOUND

Reports Optimistic on Territory Sur- veyed

Special from A. D. N. Detroit Bureau

DETROIT, Mich., March 6.—Chevrolet sales executives, who have been making an extensive survey of the Middle West and the Pacific Coast, are homeward bound and should return to Detroit Monday or Tuesday.

Reports received from members of the party indicate that present business conditions in the territory visited are very satisfactory, with business men almost universally optimistic in regard to the future.

R. H. Grant, vice-president and general sales manager for Chevrolet, is in charge of the party, which includes C. E. Dawson, assistant general sales manager; R. K. White, sales promotion manager; J. P. Little, manager of the parts and service division; W. G. Lewellyn, assistant sales promotion manager; William A. Bles, manager of the certificate sales division, and Sidney Corbett, manager of the fleet sales division.

The party will be in Detroit for a brief time only, before it heads East for further first-hand study of business conditions. It left New York after the show, traveling to Baltimore, Pittsburgh, Buffalo and Detroit, where business sessions and banquets were held. Then the itinerary led west to Chicago and Minneapolis, with a long jump to Portland, Ore., made in a special car attached to the Olympian, crack electric train of the Chicago, Milwaukee & St. Paul. After meetings at Portland, Oakland and Los Angeles, the party turned east, holding sessions at Salt Lake City, Denver, Kansas City and Omaha.

J. E. Grimm, Jr., advertising manager of Chevrolet, joined the party at Denver and is returning to Detroit with it.

Boston will be visited March 11. H. J. Klingler of the Central Sales Office will be present at this meeting. Then the party turns west and south for a series of meetings that will end April 17 in Louisville, Ky. The trip will have been one of the longest ever taken by a group of the sales executives of an automobile company.

Mr. Grant reports that many of the Chevrolet dealers who have been at the sales meetings have stated that their cars are being delivered direct to waiting purchasers, instead of being stored as accumulated stock to meet the expected spring demand.

Ford Co. Is Host To 2,000 Dealers

Special from A. D. N. Detroit Bureau

DETROIT, March 6.—During this month approximately 2,000 Ford dealers from all part of the United States will be guests of Ford Motor Company here.

Dealers from the St. Louis branch were in Detroit, March 1 and 2; dealers from the Chicago branch arrived March 3; from Cambridge, Mass., yesterday; from Milwaukee, March 9; from Charlotte, N. C., and Dallas, Texas, March 11; from New York and Philadelphia, March 16, and from Buffalo, March 18.

STINNES PUTTING OUT NEW ANTI-KNOCK GAS

Special from A. D. N. Washington Bureau

Washington, March 6.—Hugo Stinnes is putting a new anti-knock gasoline on the market, the Department of Commerce was advised today by Assistant Commercial Attache Miller at Berlin. It is claimed the research leading up to the new preparation was made by the German Dye Trust.

PIERCE-ARROW GUESTS. Three hundred truck owners, drivers and chauffeurs were guests of the American Automobile Company, Pierce-Arrow Milwaukee distributor, at a recent dinner and entertainment. The purpose of the entertainment was to build good-will among the company's patrons. Paul West, president of the Milwaukee Distributing Company, presided at the meeting, and expressed the company's appreciation of the support given it by those present. J. M. Firman, bus sales manager of the Pierce-Arrow Motor Car Company, was a speaker.



600-CAR DAILY OUTPUT IS GOAL SET BY AJAX

Racine, Wis., March 6.—The

Ajax Motors Company must expand its plant and facilities until a production schedule of 600 cars per day is reached, according to Thomas Kearney, Sr., general counsel for the company, who made that statement in the course of a plea to the Racine City Council to allow the company to take steps insuring facilities for future expansion. A car of that class must reach a high production rate to insure its existence in the low price class to which it belongs, Mr. Kearney said.

Production schedules at the plant here will be increased to 200 cars per day within the next two weeks.

SEE INCREASE IN MARCH TRAFFIC

Special from A. D. N. Detroit Bureau

DETROIT, March 6.—Pere Marquette traffic officials look for the month of March to exceed February in volume of traffic into and out of their territory. Several of the motor industries are starting on larger production schedules; lumber is moving freely; anthracite has begun to move west through the Buffalo gateway; and prospects for volume business in both iron and steel through the Toledo gateway are good for the next 90 days.

In the Detroit traffic territory, forwarded traffic is better by 83 per cent., and received volume is greater by 32 per cent., for the fourth week in February than it was for the same period a year ago. Buick, at Flint, has another heavy week for the last seven days of February; Durant and Olds at Lansing contributed their quota of increased business. In Detroit, Paige, Studebaker, Lincoln, Chrysler, Dodge and Fisher are going strong.

Grand Rapids shipped more by 16 per cent., and held to her 1925 inbound record; Saginaw showed an 18 per cent. decrease in forwarded movements, but received shipments were up 9 per cent.

Car ferry movements are slightly less than they were a year ago.

PROF. YOUNGER ADDRESSES MOTOR TRUCK MEN

Special from A. D. N. Detroit Bureau

DETROIT, March 6.—Seventy-seven members of the Motor Truck Industries, Inc., of America met at luncheon here and were addressed by Prof. John Younger of the Industrial Engineering College, Ohio State University. His talk was on the motor coach and the motor truck industry and the necessity of making careful selection of personnel.

LARGE PACKARD ENGINE ORDER

Government Buys 225 For New Air- planes

Washington, March 6.—The government has placed an order with the Packard Motor Car Company of Detroit for 150 of its 2A 800-horsepower airplane engines, which will cost, including spare parts, \$2,364,000, it was announced by Secretary of the Navy Wilbur.

The Packard company has also been authorized to furnish the government with seventy-five of its 1A 500 horsepower engines.

These orders are included in a general group of contracts which call for the purchase of 116 planes and 261 airplane engines at a total cost of \$6,500,000, for the use of the Navy Department.

The order placed with the Packard company is said to be the largest single purchase of aircraft engines by the government since the war. The 800 horsepower engines are to be installed in new bombing, scouting and torpedo planes. Intensive tests, both on the block and in the air, are said to have demonstrated a marked superiority in the all around performance of the Packard engines over the engines formerly used in these planes, government officials state. The Packards are the largest airplane engines made in this country, and their development by the Packard company has taken nearly three years.

Forty more of these high-power Packard engines will be required at an early date, it was indicated, as the government is planning to purchase additional Loening amphibians.

FORD PUTS TAX CUT UP TO ITS DEALERS

Special from A. D. N. Detroit Bureau

DETROIT, Mich., March 6.—The policy of the Ford Motor Company in regard to the absorption of the reduction in the Federal excess tax on autos until the new law becomes operative March 28 is to put the matter up to its dealers.

When the dealer is willing to absorb one-half of the tax until such time as it is actually removed, the factory will pay the other half of the tax itself but the factory is not absorbing the whole of the reduction.

This policy has been announced to Ford dealers and it is thought that their acceptance of the plan will be practically universal since the expense to the dealer amounts to only 1 per cent. of the selling price.

FORD ROUGE PLANT GETS LINK OF HUGE CONVEYOR

DETROIT, March 6.—The Ford Motor Company has just completed at its River Rouge plant the first link of what is probably the world's longest industrial conveyor. This link joins the foundry and motors building and is 3,600 feet long. Another link under construction will connect the motors building, the B building and the spring and upset building, traversing 1 1/4 miles.

When completed, the new trunk conveyors will be 1 1/4 miles long. Including all departmental and interdepartmental systems at the Rouge, the conveyor length total runs into hundreds of thousands of feet.

100,000th Oakland Six Leaves Plant

PONTIAC, Mich., March 6.—Car number 100,000 in the 6-54 series of the Oakland Six was turned out on February 13, at the Oakland factories here. The total production of Oakland automobiles has reached approximately 400,000.

The same day the 100,000th car of the 6-54 series was turned out, the total day's production was 433 cars—the largest in the history of the company. The record was short lived, however, as each succeeding day is establishing new high marks for Oakland-Pontiac production.

During the first year of operation of the company, 1908, a total of 735 cars was turned out, less than 300 in excess of a typical day's production at the present time.

Arrange Trip for A.E.A. in Montreal

NEW YORK, March 6.—Albert Antkes of James Martin, 134 West 52d Street, New York city, is making arrangements for transportation from New York to Montreal for the A. E. A. convention in the latter city next June.

The steamer Trojan will leave New York city on Saturday, June 12, 6 p. m., and will carry passengers to Albany, N. Y., where direct train connection with the Delaware & Hudson Railroad will be made so that passengers will have a ride along Lake Champlain and arrive at Montreal early in the evening of Sunday, June 13.

ADVERTISEMENT

Every 2 1/4 seconds, somewhere in the world, some one buys a Dunlop Tire.

"UNIFIED LINE" NEW BUICK STEP

Is One of Main Features in \$2,000,000 Expansion

FLINT, Mich., March 6.—Speed, economy and accuracy in the manufacture of Buick automobiles will be greatly increased by a new "unified line" for the assembly of cars, which is now being built by the Buick Motor Company, officials claim.

The "unified line" is one of the main features of the \$2,000,000 expansive program inaugurated several months ago.

Officials are guarded in their statements regarding the new assembly line, but believe that it will be one of the highest developments in assembly systems so far worked out in the automobile industry.

Buick engineers and production men have, according to the announcement, made sweeping improvements on the type of assembly line now in vogue in most of the plants throughout the country. The assembly line is used for the rapid assembly of various parts of a motor car which have previously been accurately built, machined and tested.

These parts are fed to the line from various departments throughout the factory, each ready for the finished car, so that when they reach the line and are assembled the completed and tested car is driven off under its own power, ready for shipment.

The "unified line" is the latest and most important step in the Buick Motor Company's expansion program, officials of the company claim. It adds considerable floor space to the plant, and, with other buildings already constructed or now being built, will be equal to a single building 80 feet wide and half a mile long. When completed, the capacity of the plant will be in excess of 1,200 cars a day and 300,000 cars a year.

Tire Situation Back to Normal

NEW YORK, March 6.—Tire dealers throughout the country are carrying stocks which will permit them to adequately take care of the requirements of automobile owners when the active spring driving season opens. The uncertainty of the balloon tire situation has been removed and the tire merchants now carry on their shelves every size low pressure casing that is likely to be called for by the motorists, according to the N. T. D. A.

A survey recently completed by the National Tire Dealers' Association, which has headquarters in New York city, indicates that the tire trade is in a more healthy condition than in many years past. Despite the severe winter in some sections, the dealers experienced a steady movement of their stocks and through the co-operation of the manufacturers have been enabled to quickly obtain replenishments.

In a statement issued by the organization, the opinion is expressed that the price of tires will not have any influence on sales during the spring and summer months. Tire prices today, according to the dealer association, are a great deal lower than in the panic year of 1907, and are 15 per cent. lower than in 1923. On top of this lower cost to the car owner, tires are giving a far greater mileage return than ever before.

Olympia, Wash., March 6.—Hoag's Tire Shop, Bellingham, Wash., tire dealer, expects to move into its new home, now nearing completion, by the last of this month, according to Manager James Hoag.

New Car Sales Good in Several Large Centers

CHARLOTTE, N. C., March 6.—Automobile dealers and distributors of this territory believe the advent of what will prove to be a "banner season for sales" is rapidly approaching. Already the demand is improving.

Sales in this city and territory in the month of February generally were better than had been expected. W. T. Hoppe, president of Hoppe Motors, Inc., Chrysler distributor, said that company's sales in February were 33 1-3 per cent "better than we expected." It appeared that a majority of dealers here enjoyed in that month a business in new cars equal to or greater than their quotas.

A peculiar condition exists in this section, however. Business activity in many important lines appears to be subnormal, and, at the same time, there are many indications that important interests are beginning to slow up. While business men do not discuss conditions in a pessimistic way, it is plain they are somewhat apprehensive over the future. The automotive trade is not sharing that fear, however.

TOPEKA SALES INCREASE

Topeka, Kan., March 6.—More than 600 new 1926 cars were licensed in Topeka and Shawnee county in February. This is the report from the county clerk's office where applications for licenses are filed. Three hundred and fifty licenses for 1926 cars were issued in January. Both months show an increase in the number of new car licenses amounting to 15 per cent. over the first sixty days of any previous year.

March will show a still greater increase, Topeka and territory dealers declare. The fine business is largely due, they say, to the prosperous condition of the farmers who are this year buying transportation as never before. City business is just about normal, the dealers declare.

PORTLAND IN SLACK

Portland, Ore., March 6.—The month of February, as a whole, has not come up to the expectations of the new car dealers. The increase over February of last year is somewhat less than was anticipated and with the exception of two or three makes of cars, sales during February have made no increase over January.

February never has been a good month here in Portland and dealers have expressed the belief that time will not improve matters, but every one is optimistic over the prospects for spring and summer business, believing that 1926 will be the best year in the history of the automobile industry in the Northwest. Business conditions have been extremely slow in picking up. However, it is expected that a decided change will take place in March.

BUSY WEEK IN BOSTON

Boston, March 6 (U. T. P. S.).—Last week was the best six-day period for the sale of new cars since last fall. Almost every salesman in the city registered during the week. Most of the cars sold are for spring delivery, meaning anywhere between March 15 and May 1.

In addition to a large number of actual sales there was a tremendous line-up of prospects last week. The selling boom hit all classes of cars.

On Washington's birthday practically every salesroom held its own automobile show, and although the condition of the roads was anything but pleasant for motoring, huge crowds turned out, many coming to the showrooms afoot or by trolley.

Heavy advertising by dealers and distributors, combined with the advance publicity of the Boston Automobile Show, stimulated interest in buying motor cars. Then, too, the general prosperity in this corner of the country indicates a rec-

DEALER SESSIONS DURING L. A. SHOW

Los Angeles, Cal., March 6.—One of the big dealer sessions held during automobile show week was the gathering of Cadillac dealers from all parts of California called in by Don Lee, California Cadillac distributor. The purpose of the dealer gathering was to meet Lawrence P. Fisher, president of the Cadillac Motor Car Company; Lynn McNaughton, vice-president of the concern, and other factory men traveling with these executives. Among the speakers were: Fisher, McNaughton, Lee, Joel Brown, Los Angeles manager for Lee, and Fred Pabst, San Francisco manager for the distributor.

CHEVROLET MEETING

The "used car problem" is here to stay and may as well be faced right now as a permanent part of the automotive industry and handled on straight merchandising lines, without the tendency to sidestep the issue which has prevailed since used cars became a problem, stated R. H. Grant, vice-president and general sales manager of the Chevrolet Motor Company, at a large gathering of Chevrolet dealers, held during the local auto show.

At the banquet given in honor of Mr. Grant were more than 500 Chevrolet dealers and executives from southern California, southern Nevada and Arizona.

COMPANY COVERS CAR SEATS WHILE IN SHOP

San Francisco, March 6 (U. T. P. S.).—The Overland-Knight Sales Company of San Francisco has adopted a policy of covering the upholstery of all cars sent to the service department with canvas during overhauling or cleaning. The covers are applied in the presence of the owner and are not to be removed until the owner calls for the car.

Calvin C. Eib, president of the company, declares that this is the first time such protection has been offered car owners in San Francisco, and he believes it will prove an excellent means of obtaining good will.

OLD TIMER PASSES ON

Detroit, March 6.—Memories of old times in the field were awakened by the receipt of news here that Ephraim Howland had died at Miami, Florida, of heart disease. He was 85 years old. Mr. Howland was a lifelong resident of Pontiac and more than thirty years ago he made use of a gasoline engine to propel a wheeled vehicle. He did not follow up his idea, however, and it was left to R. E. Olds to develop it along other lines. Mr. Howland had been in Florida since last fall.

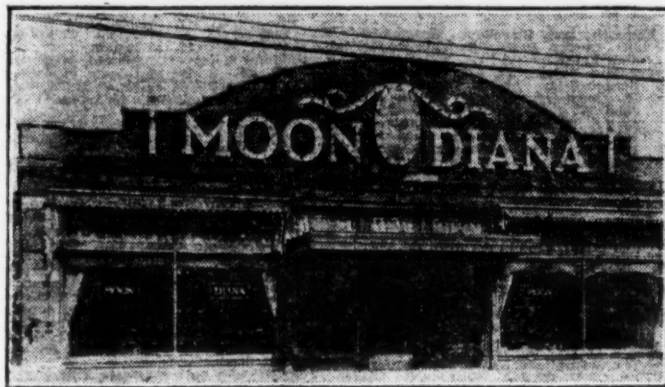
ord-breaking spring for sales of new cars.

TOLEDO PROSPECTS GOOD

Toledo, March 6.—That March will be a good month in new cars is the consensus of opinion of the new car dealers in Toledo, a survey of a dozen or more of the leading merchants indicates.

Eugene Dautell, manager of the Towell Cadillac Company, had a good February and sees a better March with the Cadillac line. Slow movement of used cars is retarding some new car business as stocks of used cars keep the department filled to capacity, and a limit has been placed on trading.

ON DETROIT'S AUTO ROW. Exterior of the showroom of Thomas Brooks, Inc., Moon and Diana distributors in the country's leading motor manufacturing city. This organization has one of the largest electric signs along the row.



With the Distributors

STUTZ DISTRIBUTORS

Dallas, March 6 (U. T. P. S.).—Organization of the Stutz North Texas Company was announced this week. The new company will distribute Stutz cars in Dallas and all North Texas. Lee Carney and Walter C. Cameron, both experienced automobile men, head the company. The Stutz people have been without a dealer or distributor in the Dallas territory for some time.

PAIGE-JEWETT

Evansville, Ind., March 6.—The Schlensker Auto Company has opened a Paige and Jewett distributorship for Southern Indiana territory. G. M. Grismore, sales manager, announced. The company will continue to represent the Gray line.

TAX CUT AIDS SALES

Cleveland, March 6.—Signed for 1925.

by President Coolidge of the 1926 revenue bill carrying the reductions in automobile excise taxes has had an immediate effect in Ohio in stimulating the sales of cars, according to statements by leading local distributors.

SHOW WEEK SALES

Chicago, March 6.—Manager G. V. Orr of the Chicago branch of the Willys-Overland Company, is receiving the felicitations of factory officials on the outstanding sales record registered by his forces during the recent Chicago automobile show. A comparison with last year shows a gain for 1926 of 126 per cent. in wholesale sales and 50 per cent. in retail. The totals, both wholesale and retail, were 2,557 for 1925 and 3,241 for 1926.

TEXAS DEALERS MEET AT DALLAS

Dallas, Tex., March 6 (U. T. P. S.).—Automobile distributors of Dallas have had the dealers from all parts of the territory in for conferences during the past few days, with a view of strengthening sales campaigns, explaining new models and new finance plans.

At these conferences, there have been company officials from headquarters to discuss production plans with the dealers and distributors. The net results of the conferences were that the dealers learned what they might expect in the way of deliveries, what had been done to improve finance plans, and the distributors got the "actual low down" on the situation in the sales territories.

During the past few days, the Oakland and Pontiac dealers had a parley with the branch manager, Paul A. Stevenson, and sales manager, W. B. Tracey, from the factory. The dealers reported business good and prospects bright.

The Willys-Overland dealers were also here for conference with the branch house and sales promoter, R. M. Rowland, of Toledo. The talk at the parley concerned the new Willys-Knight Six and the new finance plans. Dealers reported that sales were better than for same period last year and the outlook bright.

The Reo dealers also came in for a conference with branch officers and C. E. Eldridge of the factory. New Reos and trucks, sales and finance schemes were discussed. The Reo trade was reported excellent.

Cadillac dealers from nearly all parts of Texas gathered to confer with the Manger Auto Company, distributors, and the president of the Cadillac Motor Company, who is traveling out Southwest to meet and confer with distributors and dealers.

for Economical Transportation



Chevrolet's reduced prices and numerous improvements in the entire line have created a demand that is breaking every Chevrolet production record. 50,000 more cars than in the same two months of 1925 was the increase for January and February.

Touring - - -	\$510	Sedan - - - - -	\$735
Roadster - - -	\$510	Landau - - - - -	\$765
Coupe - - -	\$645	1/2 Ton Truck - - -	\$395
Coach - - -	\$645	(Chassis Only)	
		1 Ton Truck - - -	\$550
		(Chassis Only)	

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T

Men You Will Meet at the Boston Show

And Where to Find Them—Complete Directory of Automobile and Accessory Company Representatives Who Attend the Automobile Show at Mechanics Pavilion—Their Hotel Headquarters

A. C. Spark Plug Co., Flint, Mich. Space 429. At the Copley Plaza; J. C. Hines, assistant sales manager; Prosper Champion, sales engineer.

Alumite Lubricator Co. of New England, 534 Commonwealth Ave., Boston. Space 422. Frank A. Nea, manager; R. W. Boyd, sales manager; George Fitzgerald, stock manager; George Malone, Joseph Corcoran, Fred Moody and Arthur O'Neill, salesmen.

American Auto Lamp Co., Inc., New York. Space 417. At the Hotel Westminster; William Berk, president; Henry J. Miller, sales manager; Irving Wolfe, salesman.

American Chain Co., Inc., Bridgeport, Conn. Space 502 to 505. T. A. Cotter, Boston district manager; 132 High St., Boston; E. A. Moorehead, E. T. Grimes, A. M. Tinker, J. W. Ackerman and J. W. Cole, salesmen.

Auburn Automobile Co., Auburn, Ind. Space 34. J. E. Scott, E. I. Firestone, Roy Foulkner, vice-president in charge of sales; D. H. Hollowell, district sales manager; Jerry Lyons and John Rourke, wholesale representatives.

Bearings and Motor Equipment, 744 Commonwealth Ave., Boston. Space 416. H. E. Erskine, salesman.

Bell Mfg. Co., Boston. Space 406. At the Copley Square Hotel; G. R. Lundane, Edgar Ackerman.

Biffex Corporation, Waukegan, Ill. Space 536, 537. At the Copley Plaza; J. E. Redman, C. J. Collins, Eastern district manager; W. C. Scott, E. I. Firestone and L. B. Lane, sales representatives.

Boyle Valve Co., Chicago. Paul B. Merrier, factory representative.

Brown Body Corp., Cleveland. Space 244, 245, 246. At the Copley Plaza; W. G. Schmunk, vice-president and treasurer; R. H. Bender, technical engineer; H. T. White, district representative.

Brunner Mfg. Co., Utica, N. Y. Space 528-529. At the Copley Square; G. L. Brunner, treasurer and general manager; Joseph H. Burke, sales manager; William M. Cashin, New England representative; C. E. Burlingame, New York State representative; H. Campbell, special representative paint spray equipment department.

Cadillac Motor Car Co., Detroit. Space 6, 10. At the Copley Plaza; H. M. Stephens, general sales manager; W. W. Lewis, advertising manager.

C. G. Spring and Rumper Co. of New York, Inc., New York. Space 550. At the Lenox; A. C. Bergmann, vice-president; C. G. Corey, New England representative; A. B. Adams, New York representative.

Columbia Machine Works and M. I. Co., Brooklyn. Space 293. Fred G. Betts, representative.

Continental Co., Springfield, O. Space 549. At the Copley Plaza; L. D. Kent, sales manager; W. A. Seaward, district sales manager.

Cox Corp., Wilkes-Barre, Pa. Space 517. At the Copley Plaza; William M. Cox, president; J. J. Masuch, vice-president and general manager; E. A. Berbrick, sales representative.

Curtis Pneumatic Machinery Co., St. Louis. Space 540-541. At the Copley Plaza; James Goodwin, I. B. Lewis and Joseph Mackey, salesmen.

George W. Davis Motor Car Co., Richmond, Ind. Space 24-25. At the Lenox; Walter C. Davis, secretary and sales manager; D. E. Fluke, factory representative.

Dunning Compressor Co., Philadelphia. Space 538. At the Savoy; L. E. Frenier, sales manager.

Durant Motor Co., New York. Space 147. At the Copley Plaza; J. R. Lakin, sales manager.

Federal Motor Truck Co., Detroit. Space 251-254 inclusive. At the Copley Plaza; F. L. Pierce, vice-president; F. E. Bolway, sales manager, distributor dealer division; F. P. Soper, assistant sales manager; R. F. Townsend, special representative; R. J. Toussaint, district manager.

Felberth, Inc., Cleveland. Space 506. At the Copley Plaza; Francis P. Kellogg, distributor.

Franklin Automobile Co., Syracuse, N. Y. Space 7-11. At the Copley Plaza; H. H. Goodhart, director of distribution; John W. Lee, Jr., merchandising manager; S. E. Ackerman, sales manager; A. M. Taylor, advertising manager; E. S. Marks, chief engineer; B. H. Gilpin, quality department; K. C. Howell, custom body department; G. W. Bartlett, district manager.

Fulton Company, Milwaukee. Space 552-553. At the Brunswick; E. L. Worcester, sales manager. At the Buckminster; P. E. Farnham and P. C. McFarlane, salesmen.

Hardie Mfg. Co., Hudson, Mich. At the Copley Plaza; H. Burdick, engineer.

Edward V. Hartford, Inc., Jersey City, Space 507-508. At the Lenox; Roy W. Ackley and D. H. Mayo, salesmen.

The Heil Co., Milwaukee. Space 214. At the Westminster; E. O. Habegger, eastern distribution manager; Clarence Zarne, assistant eastern distribution manager.

Houde Engineering Corporation, Buffalo, N. Y. Space 436. At the Copley Plaza; W. A. Clare, general sales manager; F. A. Wickham, assistant general sales manager; W. B. Kendall, district representative.

Irving Engineering Co., Buffalo, N. Y. Space 554. At the Buckminster; Ralph D. Haywood and Charles E. Krupp, Jackson Electric Co., 711 Beacon St., Boston. Space 545, 546. Harry E. Smith, sales New England States; F. C. Nicholson, service engineer.

Kant-Rust Products Corporation, Rahway, N. J. Space 438A. At the Copley Plaza; J. Veach, president; C. C. Boynton, L. R. Evans, J. G. Robinson, Jack Lewis, representatives.

Kehawke Manufacturing Co., New York. Space 626, 621. C. D. Kimball and L. E. Nelson.

Kellogg Manufacturing Co., Rochester, N. Y. At the Lenox; J. D. Boucher, vice-president; Louis Scheuerle, New York district manager; C. A. Clark, New England manager.

Lide Mfg. Co., Clarinda, Ia. Space 626. E. A. Faneuf, distributor, 111 Audubon St., Boston Mass.

Locomotive Co. of America, Inc., Bridgeport, Conn. Space 13, 17. At the Copley Plaza; George A. Daniels, vice-president and general manager; Gaylord A. Hoyt, general sales manager.

Lovejoy Mfg. Co., Boston, Mass. Space 511, 512. R. M. Lovejoy, president, 39 Brighton Ave., Boston; G. A. Critchlen, general sales manager; J. J. Kiley, salesman; R. L. Hoeg, salesman.

Marmon Motor Car Co., Indianapolis, Ind. Space 8, 12. At the Copley Plaza; P. E. Chamberlain, factory sales manager; Porter Smith, factory district manager.

McFarlan Automobile Co., Connersville, Ind. Space 3, 4. At the Copley Plaza; R. B. Belknap, second vice-president.

Moss Motor Car Co., Detroit. Space 38. At the Copley Plaza; F. H. Rengers, general sales manager.

Mosler Metal Products Corporation, Mt. Vernon, N. Y. Space 603. At the Buckminster Hotel; Boston; A. R. Mosler, general manager and treasurer; H. E. Swillus, salesman; A. R. Semieux, president.

Motor Improvements, Inc., Newark, N. J. Space 535, 533. At the Copley Plaza; John M. Clarke, sales manager; Fred C. Arnold, district representative, 121 Brookline Ave., Boston.

Motor Tool Specialty Co. and Snap-On French Co., Boston. Ted Glenn, branch manager, 876 Commonwealth Ave., Boston.

Nash Motors Co., The, Kenosha, Wis. Space 105, 106, 107. At the Copley Plaza; E. H. McCarthy, general sales manager; E. J. Travers, advertising manager.

New Era Spring and Special Co., Grand Rapids, Mich. Space 560, 561. At the

Lenox; E. E. Warfield, vice-president, S. P. Stowers, salesman.

Oakland Motor Co., Pontiac, Mich. Space 29, 32. C. W. Matheson, vice-president and director of sales; C. B. Williamson, sales development department; R. A. Armstrong, director of service; J. H. Olin, service department; W. B. Sawyer, district manager, Oakland Motor Car Co., Boston.

Owen Dyneto Corporation, Syracuse, N. Y. C. W. Butterfield, sales and service manager, Copley Plaza Hotel, Boston.

Pacific Rim Tool Co., Cleveland, Ohio. Space 721. C. W. Gallagher, salesman, 422 Warren St., Roxbury, Mass.

Paige-Detroit Motor Car Co., Detroit, Mich. Space 121, 122B, 128. At the Copley Plaza; H. M. Jewett, president; H. Krohn, vice-president sales division; W. K. Towers, advertising manager; S. E. Jamieson, general service supervisor.

Perfection Heater and Manufacturing Co., Chicago. At the Lenox; W. E. Black, Eastern representative; J. H. Shoemaker, distribution manager.

Non-Bet-Ar Auto Products, Oliver A. Reed, Inc., Plainfield, N. J. Space 414. Oliver

motive department, 49 Federal St., Boston.

The Veeder Mfg. Co., Hartford, Conn. Space 535. At 64 Brookline Ave., Boston; W. C. Waldo, R. H. James, H. D. Cram, H. F. Deming.

Velle Motors Corporation, Moline, Ill. Space 137, 138. At the Copley Plaza; E. W. McEwen, general manager; C. W. Hadden, sales manager; W. G. Downie, advertising manager; L. F. Murphy, assistant sales manager.

Wachusett Motors, Inc., Fitchburg, Mass. Space 339. F. S. Sutherland, president; N. C. Stebbins, sales manager; F. S. Hassett, salesman; C. F. Hewitt, salesman.

The White Co., Cleveland. At the Copley Plaza; F. E. Triebner, manager national sales; A. B. Saari, bus division; Perry S. Fay, manager Boston district, Boston.

The White & Bagley Co., Worcester, Mass. Space 430. Herbert P. Bagley, president and treasurer, Copley Plaza Hotel. At the Lenox; George J. Nurse, sales manager; Franklin H. Bellows, assistant sales manager; M. E. Russell, salesman; L. G. Osborn, salesman; John

D. Stocum, salesman; Francis N. Bridge, salesman.

Willis-Overland, Inc., Toledo, Ohio. Space 148, 149. Mr. L. G. Peed, sales manager, Copley Plaza Hotel.

K. B. Wilson, Buffalo, N. Y. Space 543. At the Lenox; K. B. Wilson, owner; A. H. Drummond, sales manager; J. W. Flenniken, salesman, Lynn, Mass.

Wolverine Bumper & Specialty Co., Grand Rapids, Mich. At the Copley Plaza; Harvey E. Clay, president; E. L. Allis, district representative.

Wrappleck Clump Co., N. Y. C. Space 704. At the Copley Plaza; J. F. Gillespie, president; Rene Gourand, inventor.

"X" Laboratories, 25 West 45th St., New York. Space 711. Charles M. S. Foster, New England representative, Boston, Mass.; R. E. Gross, assistant to Mr. Foster; Philip M. Southworth, advertising manager.

Yellow Jack-It Mfg. Co., Chicago. Space 555, 556. At the Buckminster Hotel; Charles E. Krapp, salesman; R. D. Haywood, salesman; E. F. Groves, salesman.

Here Are Their Telephone Numbers

Brunswick, Boylston Street.
Tel. Back Bay 2601.

Copley Plaza, Copley Square, Tel. Back Bay 5600.
Copley Square, 49 Hunt Ave., Tel. Back Bay 3480.
Lenox, Excelsior Street, Tel. Back Bay 2601.
Savoy, 24 Haviland St., Tel. Back Bay 2292.
Westminster, 49 Hunt Ave., Tel. Back Bay 3480.

A. Reed, president; Chas. G. Uelanson, New England factory representative.

Pierce-Arrow Motor Car Co., Buffalo, N. Y. Space 16, 20. At the Copley Plaza; L. E. Corcoran, general sales manager; O. E. McCarthy, assistant general sales manager; T. J. O'Rourke, passenger car sales manager.

Rex Manufacturing Co., Connersville, Ind. Space 512, 514. At the Copley Plaza; Earl Lines, advertising manager; G. L. Brown, Eastern representative.

Rickenbacker Motor Co., Detroit, Mich. Space 102, 103, 104. At the Copley Plaza; E. V. Rickenbacker, vice-president; C. M. Tichenor, production manager; B. F. Eberhart, president and general manager; F. A. Berken, representative; F. R. Bump, assistant sales manager.

Safety Vulcanizer Co., New York. Space 620-621. C. D. Kimball and L. E. Nelson.

So Lo Jack Co., Inc., Attleboro, Mass. Space 715. James F. Cowan, sales manager, Boston.

Speednut Wrench Corp., State Lake Building, Chicago. Space 709. At the Savoy; T. M. Hanley, salesman; John V. Larson, president; Fred C. Meyer, salesman.

Stewart Motor Corp., (Stewart motor trucks), Buffalo. Space 329-330. H. Kelley, general sales manager, Lenox Hotel.

Stromberg Motor Devices Co., Chicago. Van C. Worden, Boston, manager, 769 Commonwealth St., Boston.

Studebaker Corp., South Bend, Ind. Space 110, 111, 112. George W. Sweet, president, Studebaker Sales Co. of Boston; G. M. Sullivan, sales manager, Studebaker Sales Co. of Boston; D. J. Wiloughby, branch manager, Studebaker Corp. of America, Boston, Mass.

San Oil Co., Boston. Space 423. M. S. Jones, district sales manager; F. Scott Woodruff, district motor oil manager.

Swan Carburator Co., Cleveland, W. E. Black, eastern representative; J. H. Shoemaker, distribution manager, Hotel Lenox.

U. S. Compressor Co., Boston. Space 304. F. J. Dansingburg, Boston representative.

United States Chain and Forging Co., Pittsburgh. Space 558-559. At the Copley Plaza; Frank L. Campbell, general sales manager; Fred C. Bremer, chief engineer, bumper division; W. D. Jennings, eastern sales manager; L. H. Kauffeld, sales representative; L. K. Robinson, sales representative.

U. S. Light and Heat Corp., Niagara Falls. D. H. Kelly, first vice-president; H. A. Harvey, sales manager service station sales; W. W. Halsey, New York branch manager.

Vacuum Oil Co., New York. Space 434. John B. Street, branch manager, auto-

Record Crowd Flocks to Boston Automobile Show

(Continued from Page 1)

Bell Manufacturing Co., 11 Elkins St., Boston. Space 406.

Biffex Corporation, Waukegan, Ill. Space 536, 537.

Boston Buick Co., 97 Massachusetts Ave., Boston. Space 140-141 inc.

Boston Flint Co., Inc., 790 Commonwealth Ave., Boston. Space 135, 136.

Boston Motor Club, Hotel Somerset, Boston. Space 448.

Boston Oldsmobile Co., 940 Commonwealth Ave., Boston. Space 139, 145.

Boston Overland Co., 533 Commonwealth Ave., Boston. Space 148, 149.

Boston Roadking Sales Co., 475 Cambridge St., Allston. Space 315, 316.

Bowens Co., Frank, 59 Munroe St., Lynn. Space 608.

Briggs, Charles B., 1030 Commonwealth Ave., Boston. Space 33.

Brooks-Skinner Co., Inc., 562 Adams St., Quincy. Space 521, 522.

Brown Body Corporation, 4917 Superior Ave., Cleveland, Ohio. Space 244, 245, 246.

Brunner Manufacturing Co., Utica, N. Y. Space 528, 529.

Buckner Co., Worcester, Mass. Space 623.

Buick Car, 97 Massachusetts Ave., Boston. Space 140-141 inc.

Byrne Kingston & Co., 245 West 55th St., New York. Space 551.

C. G. Spring and Rumper Co. of New York, Inc., 1819 Broadway, New York. Space 550.

Cadillac Automobile Co. of Boston, 614 Commonwealth Ave., Boston. Space 6, 10.

Cadillac Car, 614 Commonwealth Ave., Boston. Space 6, 10.

Campbell Motor Parts Corporation, 709 Beacon St., Boston. Space 534.

Carborundum Co., The, Niagara Falls, N. Y. Space 516.

Case Car, 1630 Commonwealth Ave., Boston. Space 33.

Cedar Rapids Engineering Co., 84 Hudson St., Somerville. Space 402.

Champion Spark Plug Co., Upton Ave., Toledo, Ohio. Space 431.

Chandler Corp., 712 Beacon St., Boston. Space 122A, 123, 124.

Chandler-Cleveland Motor Car Co., 712 Beacon St., Boston. Space 122A, 123, 124.

Chevrolet Car, 110 Cummington St., Boston. Space 115, 116, 133.

Chevrolet Truck, 110 Cummington St., Boston. Space 311-314 inc.

Chilton Glass Journal Co., 56th and Chestnut Sts., Philadelphia. Space 606.

Chrysler Car, 730 Commonwealth Ave., Boston. Space 117, 118, 131, 132.

Clarke & Stevens Co., 969 Commonwealth Ave., Boston. Space 102, 103, 104.

Clelland Products Co., Inc., 292 Main St., Charlestown. Space 706, 707.

Cler Site Company, Inc., The, Room 804, 100 Broadway, New York. Space 718, 719.

Cletrac Tractor, 392 Newbury St., Boston. Space 228.

Cleveland Car, 712 Beacon St., Boston. Space 122A, 123, 124.

Columbia Milling Stations, Inc., 55 Beacham St., Everett. Space 425A.

Columbia Machine Works and M. I. Co., 3303 Atlantic Ave., Brooklyn. Space 293.

Columbia Tire and Top Co., 322 Commonwealth Ave., Boston. Space 557.

Combination Ladder Co., Inc., 381 Fountain St., Providence, R. I. Space 317.

Connell Co., W. J., 121 Brookline Ave., Boston. Space 532, 533.

Connell & McKone Co., 20 Brookline Ave., Boston. Space 129, 130.

Continental Co., Arcue Bldg., Springfield, Ohio. Space 549.

Coward Auto Supply Co., 64 Elliot St., Boston. Space 509, 501.

Crown Corporation, Wilkes-Barre, Pa. Space 517.

C. J. Leveck Co., 213 2d St., Cambridge. Space 415.

Cunningham Car, 712 Beacon St., Boston. Space 5.

Cunningham Hearse, 712 Beacon St., Boston. Space 208.

Cunningham, Son & Co., James, 1117 Commonwealth Ave., Boston. Space 5, 208.

Carlis Pneumatic Machinery Co., 1502 Lenox Ave., St. Louis, Mo. Space 540, 541.

Davis Car, 1037 Commonwealth Ave., Boston. Space 24, 25.

Davis Chemical Manufacturing Co., 366 Walnut Ave., Brockton. Space 411.

Davis Car, W. E., 4 Meadow St., Providence, R. I. Space 604.

Davis Tractor Co., Inc., H. F., 352 Newbury St., Boston. Space 228.

Diana Car, 145 Commonwealth Ave., Boston. Space 38.

Dodge Brothers Car, 959 Commonwealth Ave., Boston. Space 108, 109.

Dodge Brothers Truck, 959 Commonwealth Ave., Boston. Space 318, 319.

Dunning Compressor Co., 425 Newbury St., Boston. Space 538.

Durand, W. E., 425 Newbury St., Boston. Space 147, and Paul Revere Hall.

Duran Motors, Inc., Park Square Hotel, Boston. Space 147, and Paul Revere Hall.

Dutton Motor Co., F. A., Ball Square, West Somerville. Space 34, 35.

Eastern Motor, Paris Co., 169 Massachusetts Ave., Boston. Space 169.

Eaton Bumper and Spring Service Co., the, 160 Brookline Ave., Boston. Space 709.

Eaton Bumper & Spring Service Co., the, 160 Brookline Ave., Boston. Space 709.

Exigston Supply Co., 259 Franklin St., Boston. Space 543.

Elmer & Co., Harry, 907 Boylston St., Boston. Space 520, 531.

Exxon Car, 653 Beacon St., Boston. Space 128, 129, 127.

Etnyre & Co., E. D., Oregon, Ill. Space 307.

Farnham-Nelson Co., the, 18 Arboretum Road, Roslindale. Space 204 to 207.

Fay Co., C. E., 730 Commonwealth Ave., Boston. Space 117, 118, 131, 132.

Federal Motor Truck Sales Corporation, 233 Massachusetts Ave., Cambridge. Space 251 to 254.

Federal Truck, 233 Massachusetts Ave., Cambridge. Space 251 to 254.

Flentje, Ernst, 1643 Cambridge St., Cambridge. Space 516.

Flint Car, 790 Commonwealth Ave., Boston. Space 135, 136.

Folberth, Inc., 7914 Lake Ave., Cleveland. Space 506.

Ford Car, 400 Brookline St., Cambridge. Space 100, 101.

Ford Motor Co., 400 Brookline St., Cambridge. Space 36, 37, 100, 101.

Ford Truck, 400 Brookline St., Cambridge. Space 336, 337, 338.

Fordson Tractor, 400 Brookline St., Cambridge. Space 336, 337, 338.

Franklin Car, 596 Commonwealth Ave., Boston. Space 7, 11.

Franklin Motor Car Co., 596 Commonwealth Ave., Boston. Space 7, 11.

Fulton Co., Milwaukee, Wis. Space 552, 553.

Garage and Auto Supply Co., 82 Brookline Ave., Boston. Space 530.

Gardner Car, 920 Commonwealth Ave., Boston. Space 129, 130.

General Greene Sales Co., Greensburg, Pa. Space 412.

Graham Brothers Truck, 989 Commonwealth Ave., Boston. Space 318, 319.

Green & Sweet Co., 821 Boylston St., Boston. Space 530.

Greene, W. E., 166 Naples Road, Brookline. Space 401.

Hamden Auto Top and Metal Co., Springfield. Space 726.

Handy Dental Specialty Co., 79 Walnut St., Somerville. Space 703.

Harley-Davidson Motorcycle, 388 Newbury St., Boston. Space 38.

Harper Hanger Co., The, 603 Boylston St., Boston. Space 216, 217.

Harris Oil Co., A. W., 328 South Water St., Providence, R. I. Space 438.

Hartford Battery Manufacturing Co., Milldale, Conn. Space 222, 723.

Hartford, Inc., Edward V., West Side Ave. and Carbon Place, Jersey City, N. J. Space 507, 508.

Harvey, J. C., 838 Commonwealth Ave., Boston. Space 35.

Hassler, Inc., Robert H., 1535 Naomi St., Indianapolis, Ind. Space 421.

Heil Co., The, Milwaukee, Wis. Space 218.

Your Overhead Paid

By the extra Profits—

from EEZEE Puncture Cure Sales. Driving many miles without punctures—eight nails pulled from a tire in one day and tube not leaking—these are the records of many car owners using EEZEE Puncture Cure.

AT the recent auto show, EEZEE Puncture Cure was declared the most valuable of the new accessories. It is being nationally advertised and dealers all over are making big profits and getting new customers by selling it. The only product of its kind on the market.

NO COMPETITION

EEZEE Puncture Cure is a patented liquid to be applied inside the tube; preventing leakage.

Easy to use on any type of tire, and retailing at only \$1.50 a can, motorists everywhere are buying it.

Clip coupon for discount, sales plan and copies of repeat orders and letters of thanks from dealers already making a neat profit from the sale of EEZEE Puncture Cure.

Send me the full information about EEZEE Puncture Cure and how I can make it pay all my overhead expenses.

Name.....

Address.....

City.....State.....

EEZEE MFG. CO.,
1111-13 St. Broad St., Phila., Pa.

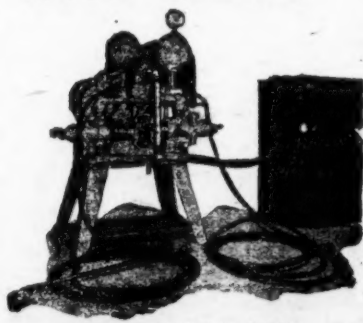
CARS WASHED QUICKER—EASIER—CHEAPER—BETTER with the "SPRAWAY" AUTO WASHER

The New "Spraway" Washer is a simple hydro-electric high pressure pumping unit that has changed car washing from a SLOW, DISAGREEABLE JOB TO A QUICK, EASY, PLEASANT TASK.

The machine is very small, light and compact—can be moved anywhere—takes up but a few feet of space.

Connecting wires to Electric Motor is only installation cost. Angle "Spragun" enables the operator to put the spray right where he wants it.

Write for Complete Information.
"FRIEND" MANUFACTURING COMPANY,
GASPORT, N. Y.



The "Spraway" Auto Washer

(Continued on Page 5)

Exhibitors at Boston

(Continued from Page 4)

Hentley-Kimball Co., The. 652 Beacon St., Boston. Spaces 125, 126, 127.
Henney Funeral Coach. 149 Staniford St., Boston. Spaces 200, 210.
Henshaw Motor Co., 989 Commonwealth Ave., Boston. Spaces 108, 109, 315, 316, 320.
Highland Body Manufacturing Co., The. Elmwood Place, Cincinnati, O. Space 244.
Hillman Auto Supply Manufacturing Co., 88 Massachusetts Ave., Boston. Space 444.
Hinchcliffe Motor Car Co., 900 Commonwealth Ave., Boston. Space 113, 114.
Hinkley Motors, Inc., P. O. Box 839, Detroit, Mich. Space 229.
Hopewell Brothers, Watertown, Mass. Space 720.
Houde Engineering Corporation, 1400 West Ave., Buffalo, N. Y. Space 436.
Howe & Co., 883 Boylston St., Boston. Space 445.
Hudson Car, 652 Beacon St., Boston. Spaces 125, 126, 127.
Hughes-Kennan Co., Mansfield, Ohio. Spaces 212 to 215.
Hupmobile Car, 971 Commonwealth Ave., Boston. Spaces 9, 146.
Hyde Engineering Co., 610 Newbury St., Boston. Space 456.
Irving Engineering Co., 74-80 Jewett Ave., Buffalo, N. Y. Space 554.
Jackson Electric Co., 711 Beacon St., Boston. Spaces 545, 546.
Jeffrey-Nichols Co., 871 Commonwealth Ave., Boston. Spaces 9, 146.
Jewett Car, 532 Commonwealth Ave., Boston. Spaces 121, 122B, 128.
Jordan Car, 900 Commonwealth Ave., Boston. Spaces 113, 114.
Kant-Rust Products Corporation, 613 St. Georges Ave., Rahway, N. J. Space 438AA.
Kehawke Equipment Co., 1834 Broadway, New York. Spaces 620, 621.
Kelly Springfield Truck, 750 Commonwealth Ave., Boston. Spaces 331, 332.
Kissel Car, 870 Commonwealth Ave., Boston. Spaces 26, 27, 28.
Kwik Co., 106 Friend St., Boston. Space 447.
L. & M. Standard Parts Co., 58 Brookline Ave., Boston. Space 428B.
Lang, James S., 57 Oak Square Ave., Brighton. Space 605.
Lincoln Car, 400 Brookline St., Cambridge. Spaces 36, 37.
Linscott Motor Co., 585 Commonwealth Ave., Boston. Spaces 119, 120, and 321 to 328, inclusive.
Lisle Manufacturing Co., Clarinda, Ia. Space 626.
Locomobile Car, 700 Commonwealth Ave., Boston. Spaces 13, 17.
Locomobile Co. of Boston, 700 Commonwealth Ave., Boston. Spaces 13, 17.
Lovely Manufacturing Co., 39 Brighton Ave., Boston. Spaces 51, 512.
Lubricant Laboratories Co., 262 Washington St., Boston. Space 724.
Lyons Iron Works, F. P., Manchester, N. H. Space 725.
Macalman, J. H., 100 Massachusetts Ave., Boston. Spaces 15, 19.
Mack Motor Truck Co., 75 North Beacon St., Boston. Spaces 230 to 237.
Mack Truck, 75 North Beacon St., Boston. Spaces 230 to 237.
Magnire Co., J. W., 620 Commonwealth Ave., Boston. Spaces 16, 20.
Marmen Boston Co., 894 Commonwealth Ave., Boston. Spaces 8, 12.
Marmen Car, 894 Commonwealth Ave., Boston. Spaces 8, 12.
Martin-Perry Corporation, 142 St. Mary's St., Boston. Spaces 308, 309, 310.
Marvel Carburetor Sales Co., 335 Newbury St., Boston. Space 619.
Maxim Motor Co., Wareham St., Middleboro. Spaces 220 to 223.
Maxim Truck, Wareham St., Middleboro. Spaces 220-223 inc.
McFarlan Car, 7 Brighton Ave., Boston. Spaces 3, 4.
Mevier, Paul B., Utica, N. Y. Space 622.
Metropolitan Harley-Davidson Dealers' Association, 388 Newbury St., Boston. Space 418.
Miles Motor Parts Co., 1105 Commonwealth Ave., Boston. Space 625.
Montello, V. J., 48 Spring St., Medford. Spaces 227-AA, 610-AA.
Moon Car, 846 Commonwealth Ave., Boston. Space 38.
Mosler Metal Products Corp., Mount Vernon, N. Y. Space 603.
Moto-Ray Mfg. Co., Inc., 169 Massachusetts Ave., Boston. Space 610.
Motor Parts Co., 106 Brookline Ave., Boston. Space 449.
Nash Car, 640 Commonwealth Ave., Boston. Spaces 105, 106, 107.
National Automobile Association, 585 Boylston St., Boston. Space 725.
National Casket Co., 149 Staniford St., Boston. Spaces 209, 210.
New England Implement Co., 19 Hersey St., Boston. Space 340.
New England Vellie Co., 982 Commonwealth Ave., Boston. Spaces 137, 138.
New Era Spring and Specialty Co., 51 Cottage Grove, S. W., Grand Rapids, Mich. Spaces 560, 561.
O. K. Vacuum Brush Sales Co. of New England, 101 Tremont St., Boston. Space 425-B.
Oakes & Dow Co., The, 303 Mystic Ave., Winter Hill. Space 446.
Oakland Car, 655 Beacon St., Boston. Spaces 29-32 inclusive.
Oakland Motor Co. of New England, 655 Beacon St., Boston. Spaces 29-32 inclusive.
Oldsmobile Car, 946 Commonwealth Ave., Boston. Spaces 139, 145.
Overland Car, 633 Commonwealth Ave., Boston. Spaces 148, 149.
Pacific Rim Tool Co., 16606 Waterloo Road, Cleveland. Space 721.
Packard Car, 1059 Commonwealth Ave., Boston. Space 1.
Packard Motor Car Co. of Boston, 1059 Commonwealth Ave., Boston. Space 1.
Paige Car, 532 Commonwealth Ave., Boston. Spaces 121, 122-B, 128.
Paige Detroit Co. of New England, 532 Commonwealth Ave., Boston. Spaces 121, 122-B, 128.
Panyard Piston Ring Co. of New England, 168 Massachusetts Ave., Boston. Spaces 400, 400-AA.
Peelless Car, 660 Beacon St., Boston. Spaces 14, 18.
Peerless Motor Co., 660 Beacon St., Boston. Spaces 14, 18.
Peters Co., Inc., Edward M., 40 Broad St., Boston. Space 714.
Pierce-Arrow Car, 620 Commonwealth Ave., Boston. Spaces 16, 20.
Pierce-Arrow Sales Corp., 1 Pierce Road, Brookline. Spaces 238-243 inclusive.
Pierce-Arrow Truck, 1 Pierce Road, Brookline. Spaces 238-243 inclusive.
Pontiac Car, 655 Beacon St., Boston. Spaces 29-32 inclusive.
Pope & Cotter Co., Revere Beach Parkway, Revere. Space 305.
Pressure Proof Piston Ring Co., 168 Massachusetts Ave., Boston. Space 607.
Pres-O-Lite Co., Inc., The, Indianapolis. Space 306.

Priggen Steel Garage Co., 375 Broadway, Boston. Spaces 301, 302.
Rand, H. L., Maple Ave., Shrewsbury. Space 320-AA.
Rerd, Inc., Oliver A., 119 East 4th St., Plainfield, N. J. Space 414.
Ree Car, 566 Commonwealth Ave., Boston. Spaces 119, 120.
Ree Truck, 566 Commonwealth Ave., Boston. Spaces 321-328 inclusive.
Rex Mfg. Co., Western Ave. and 15th St., Connersville, Ind. Spaces 513, 514, 515.
Rickenbacker Car, 969 Commonwealth Ave., Boston. Spaces 102, 103, 104.
Roading Truck, 475 Cambridge St., Allston. Space 215, 516.
Rockwell, Inc., C. P., 640 Commonwealth Ave., Boston. Spaces 105, 106, 107.
Ross Glass Co., Inc., 427 Lexington St., Auburndale. Space 439.
Ruzzies Motor Truck Co., 1645 Westminster St., Providence, R. I. Spaces 333, 334, 335.
Ruzzies Truck, 1645 Westminster St., Providence, R. I. Spaces 333, 334, 335.
Saf-De-Life Sales Corp., 106 North Broad St., Philadelphia. Spaces 710, 717.
Selman, John A., 48 Summer St., Boston. Space 611-AA.
Schrader's Sons, Inc., A., 470 Vanderbilt Ave., Brooklyn. Space 435.
Shooshan, D. M., 115 Belvidere St., Boston. Space 312-AA.
Sills, Inc., W. C., 110 Cummington St., Boston. Spaces 115, 116, 133, 311-314 inclusive.
Simplex Piston Ring Co., 169 Massachusetts Ave., Boston. Space 413.
Smith Co., Inc., Malcolm H., 839 Park Square Building, Boston. Space 527.
Snap-On Wrench Co., 14 East Jackson Blvd., Chicago. Space 519.
So-La Jack Co., Inc., Attleboro. Space 715.
Speare's Sons Co., Alden, Cambridge. Spaces 405, 404.
Speednut Wrench Corp., State Lake Building, Chicago. Space 700.
Speedometer Service, Inc., 64 Brookline Ave., Boston. Spaces 443, 600.
Springfield Commercial Body Co., 80 Charles River Road, Cambridge. Spaces 224, 225, 226.
Standard Automotive Equipment Co., 1102 Boylston St., Boston. Spaces 701, 702.
Standard Oil Co. of New York, New England Department, 31 St. James Ave., Boston. Space 432.

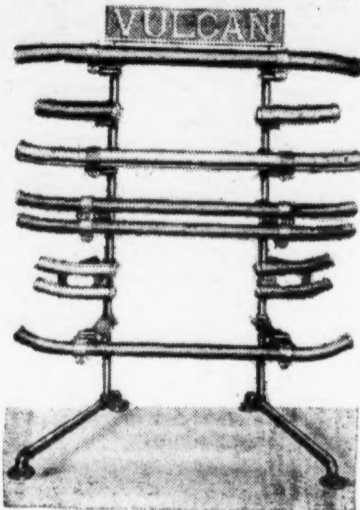
Stanley Co., Inc., John T., 626-662 West 30th St., New York. Space 544.
Star Car, Park Square Building, Boston. Spaces 147 and Paul Revere Hall.
Stearns-Knight Car, 100 Massachusetts Ave., Boston. Spaces 15, 19.
Stewart Motor Corporation, Buffalo, N. Y. Spaces 329, 330.
Stewart Truck, Buffalo, N. Y. Spaces 329, 330.
Studebaker Car, 626 Commonwealth Ave., Boston. Spaces 110, 111, 112.
Studebaker Sales Co. of Boston, 626 Commonwealth Ave., Boston. Spaces 110, 111, 112.
Stutz Car, 677 Beacon St., Boston. Spaces 21, 22, 23.
Stutz Motor Car Co. of Boston, Inc., 677 Beacon St., Boston. Spaces 21, 22, 23.
Sun Oil Co., 43 Commercial Wharf, Boston. Space 423.
Tide Water Oil Sales Corporation, 31 St. James Ave., Boston. Space 627.
Truck Equipment Co., Room 721, 40 Court St., Boston. Space 227.
U-Kan-Plate Co., 394 Walnut St., Philadelphia. Space 407.
Underhay Oil Co., 40 Broad St., Boston. Space 626.
United Automotive Manufacturing Co., 45 South Elliot Place, Brooklyn. Space 405.
United States Air Compressor Co., 1030 Commonwealth Ave., Boston. Space 304.
United States Chain and Forging Co., Union Trust Building, Pittsburgh. Spaces 558, 559.
United States Oil Co., South Water St., Providence, R. I. Space 427.
Utility Manufacturing & Sales Corporation, 262 Dover St., Boston. Spaces 408, 409, 410.
Utterback-Gleason Co., 870 Commonwealth Ave., Boston. Spaces 26, 27, 28.
Vacuum Oil Co., 61 Broadway, New York. Space 434.
Valco Manufacturing Co., 19 Deerfield St., Boston. Space 713.
Veeder Manufacturing Co., Inc., The, Hartford, Conn. Space 535.
Vellie Car, 983 Commonwealth Ave., Boston. Spaces 137, 138.
Wachusett Motors Inc., 300 Lunenburg St., Fitchburg. Space 339.
Wachusett Truck, 300 Lunenburg St., Fitchburg. Space 339.
Wakefield Garage Manufacturing Co., New Salem St., Wakefield. Space 303.
Westinghouse Air Spring Co., 1105 Commonwealth Ave., Boston. Spaces 200AA, 562.
Westmore-Savage Automotive Equipment Co., 180 Massachusetts Ave., Boston. Space 419.
White Products Co., 1732 West Berks St., Philadelphia. Space 712.

White & Bazley Co., The, 100 Foster St., Worcester. Space 430.
Whittridge Portable Buildings Co., 965 Broad St., Lynn. Spaces 611, 612.
Willis Sainte Claire Car, 834 Commonwealth Ave., Boston. Space 2.
Willis Sainte Claire Co. of New England, 834 Commonwealth Ave., Boston. Space 2.
Willis-Knight Car, 633 Commonwealth Ave., Boston. Spaces 148, 149.

Wilson, K. R., 10-16 Lock St., Buffalo, N. Y. Space 543.
Winslow, T. A., 1027 Commonwealth Ave., Boston. Spaces 24, 25.
Wraplock Clamp Co., 7 Day St., New York. Space 704.
X Laboratories, 25 West 45th St., New York. Space 711.
Yellow Jack-It Manufacturing Co., 651 West Monroe St., Chicago. Spaces 553.

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The New VULCAN Bar Bumper represents refinements that are recognized as the best in automobile bumper construction. We'll be glad to send the fullest details on request.

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never
 fouled
 a spark plug
 and
 never will



Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
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DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING. EMPIRE 3500

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Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau. General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 148 North Michigan Ave., phone Central 5926, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal.: 1937 Henry Building, Seattle, Wash. E. T. Burke, 126 Pearl St., Buffalo, N. Y. P. C. Rust, S. W. corner 15th and Cherry St., Philadelphia, Pa.
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Fuel Saving

IN a recent issue of the Automotive Daily News appeared a picture of a Ford chassis in use in France, to which had been applied a device for using producer gas. This producer gas unit burns charcoal, which is brought in contact with steam at a proper temperature to generate the water gas that is burned in the engine. It is claimed that no change is necessary in the cylinder head of the engine to enable it to operate on this type of fuel.

This type of power producer has achieved a considerable vogue in both England and France, where gasoline is expensive. Until now it has generally been used on heavy duty trucks. One English truck of the heavier type has a producer gas outfit, which burns coal and is stoked in quite the familiar way.

In this country producer gas outfits are not likely to achieve much of a success, unless the price of the traditional motor fuel begins to crawl up to unprecedented levels. BUT, if our supply of petroleum fuel does reach forbidding heights, this method of operating the internal combustion engine is just one of the alternate fuel solutions that will prevent any possible total eclipse of the motor vehicle.

No Used Cars

THERE is no such thing as a used car. Work over that one for a minute, and then we'll tell you the answer. In the final analysis every car represents, and figuratively is, transportation. There is no such thing as "used transportation." There may be more or less transportation, and that is exactly what every automobile dealer in this land ought to sell.

We should like to see some wideawake dealer abandon the term "used car" and sell, instead, transportation by the year or the mile. We should like to see him point to a car that has been driven for a year and hear him tell his prospective customer, "I can sell you that five year lot of transportation for \$875," or whatever the price might be. "Of course," he might add, "if you would like to buy six years' transportation with such and such new comforts and conveniences for \$1,050, we can give you the best value in town over in our unused transportation department."

This may sound fantastic, but it is getting down to real common sense in a way that will be appreciated by intelligent motor car buyers today. More and more the dealer will find that car buyers are realizing the fundamental fact that they are purchasing, not paint and wheels and body and engine, but transportation. The average car in America today has built into it between six and seven years' transportation. The dealer who will explain to his customer that for so much money he can buy so many years, or, better still, so many miles, of efficient transportation will be surprised at the truly remarkable sales argument that can be presented. Try it, some of you iconoclasts!

"Motor to church" is the invitation issued by a Milwaukee divine. "We want every spare seat in every car filled, too, and we hope it will be necessary to make special parking provisions to take care of the rush of automobiles." A trifle different from the days when intolerant ministers preached lurid sermons against the wickedness of motoring on Sunday, or any other day, for that matter.

Our Own Automotive Family Album—

The Boyhood Days of Our Industry's Leaders

By Kessler



RUSSELL BEGG, CHIEF ENGINEER OF THE JORDAN MOTOR CAR CO., STARTED ENGINEERING THE FAMILY HORSE AND BUGGY ON A FARM IN MICHIGAN.

U. S. TAX CUT AIDS CANADIAN BUYERS

Excise Reductions Result in \$29.76 Saving On \$1,000 Cars

Montreal, March 6.—Canadians got an unlooked-for tax reduction from an unexpected source when the United States government cut the excise tax on motor cars from 5 to 3 per cent., which will mean a reduction of \$29.76 on cars of \$1,000 value in the United States, \$32.59 on cars of \$1,200 value and \$69.44 on cars of \$2,500 value to the future Canadian purchaser of imported cars.

The United States has always imposed its tax on all cars, including those exported, and the Canadian customs authorities have taxed this tax until the original pyramided to the amount stated. Thus, a thousand dollar car in the United States will be relieved by the 2 per cent. cut of \$20 taxes. Heretofore, this \$20 has been assessed 35 per cent., or \$7 Canadian import duty. That added to the \$20 has been in turn taxed 5 per cent., or \$1.35 Canadian sales tax, and that, again pyramided, has been taxed another 5 per cent. excise.

This last named tax is graduated at 5 per cent. up to the first \$1,200 and 10 per cent. above that amount, so that the rate of taxation increases on higher price cars. Canadian motor car prices usually bear some similarity to the American price plus the tax, but whether the reduction will have any immediate effect on the Canadian market is unknown.

"That change, of course, does not concern us, except that it will lessen the amount of money collected by the Canadian customs on imported cars," said J. H. Bertram, customs collector. He confirmed the figure quoted above as the reduction in price to the Canadian buyer, providing, of course, that the American car maker did not himself pay the 3 per cent. excise tax imposed by Uncle Sam.

Buick Celebrates 10th Year in Switzerland

Basel, Switzerland, March 6 (U. T. P. S.).—Ten years ago the firm of D'Arcis & D'Arcis in Geneva took over the sole representation of Buick cars for Switzerland.

To celebrate this jubilee, a delegation of the General Motors Continental Company came from Antwerp to Geneva last month and gave to the firm of D'Arcis & D'Arcis a long-time contract for the sole selling rights for Buick, Cadillac and Oldsmobile cars for all Switzerland.

LONG BEACH AUTO SHOW FEATURES OLD TIME CARS

Long Beach, Cal., March 6.—Thousands of motor fans attended the second annual auto pageant and exhibit week of the Long Beach Motor Car Dealers' Association, which closes Wednesday.

One of the featured attractions was the parade of a 1901 Ford, a 1901 Franklin, a 1903 Cadillac, a 1904 Reo and a 1909 Hupmobile, all running under their own power, and all serving as a striking contrast to the smart 1926 models, most of which were the same as shown at the Los Angeles Auto Show. The twenty-four dealers who had cars entered in the show report large sales and a number of new prospects lined up for the future.

ISSUES RACING CHARTER

Toronto, March 6 (U. T. P. S.).—The Dominion Government has just issued a charter for a Federal Auto Racing Association, to hold races in various important centers. The opening will be at Montreal in the first week in May, and in this city in the following week.

N. C. A. T. A. to Hear State Officials

Greensboro, N. C., March 6.—Frank Page, state highway commissioner, has accepted the invitation of Harry Clendenin, president of the North Carolina Automotive Trade Association, to speak at the afternoon session of the organization at Winston-Salem March 17. The convention, which will be in session March 17-18, will be addressed on the evening of the opening day by A. W. McLean, governor of North Carolina, while definite acceptance has not been received from R. A. Doughton, commissioner of revenue.

This will mark the initial appearance of state officials before the dealers assembled in annual convention. A strong program has also been arranged for March 18 when a sales congress, which will be attended by dealers and their sales personnel, will be conducted by four staff members of the National Automobile Dealers' Association. Lynn M. Shaw, assistant manager; W. B. Burruss, sales consultant; Ed S. Payton, market analyst, and Gaylord Ford, time sales analyst, are the N. A. D. A. speakers.

N. J. REJECTS FLAT RATE LICENSE FEE AMENDMENT

Trenton, N. J., March 6.—The Senate conference at the State House has decided that instead of decreasing registration fees for automobiles, provided for in the Stratton bill imposing a gasoline tax, it is desirable that the fees should remain as at present. This means that if the gas bill becomes a law motorists would pay the present fees plus the full amount of the gas tax.

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THE ROSE ROOM IS AVAILABLE FOR SOCIAL FUNCTIONS OR BUSINESS CONFERENCES

Financial News of the Automotive Industry

DODGE '25 REPORT REFLECTS MERGER WITH GRAHAM BROS

**Indicates Former Paid
From \$6,000,000 to
\$6,500,000 for Latter**

NEW YORK, March 6.—The annual report of Dodge Brothers, Inc., for 1925 indicates, according to an analysis by Dow, Jones & Co., that the price paid for control of Graham Brothers truck division, which was acquired on October 1, was between \$6,000,000 and \$6,500,000. Subsequent to September 30 Dodge's investment in subsidiaries increased \$6,630,272 to \$7,421,101, against \$790,829 on September 30, prior to the acquisition of control of Graham Brothers.

The increase shown in the Dodge investment closely corresponds to the net asset value of the Graham unit, according to the December 31, 1925, balance sheet, when capital stock and surplus amounted to \$6,024,995. Owing to the rapid growth of Graham Brothers, this investment promises to become an increasingly important factor in Dodge Brothers' future. It has not been stated whether Dodge has acquired all of Graham Brothers stock or only a majority, as the announcement made at the time of the acquisition merely said that the company had purchased control for cash.

In view of Graham Brothers' earning power and potential value it is likely that other considerations were involved and there has been a widespread assumption in financial circles that the transaction has placed the former owners of Graham Brothers in a dominating position in the Dodge company. Graham Brothers' earnings last year were \$4,348,236 after taxes, but Dodge participated in these earnings only to the extent of profits in the last three months of the year. It is estimated that these added between \$500,000 and \$1,000,000 to Dodge's earnings. Bankers close to the company believe Dodge's share of earnings in Graham Brothers in 1926 may be ten times this amount or sufficient to take care of a large proportion of the company's interest requirements and preference dividends.

The strong position of the truck division and its possibilities for future profits are indicated by the profits realized on last year's business.

Willys Sees Stock Drop As a Helpful Reaction

Toledo, March 6.—John N. Willys is on his way to Cuba, where he will be the guest of President Machado at the Cuban Roads Congress. Mr. Willys, who is chairman of Foreign Trade Committee of National Automobile Chamber of Commerce, is accompanied by R. D. Chapin, chairman Hudson Motor Car Company; A. J. Brosseau, president Mack Trucks, and A. R. Erskine, president of Studebaker Corporation.

Optimistic over Willys-Overland prospects this year, Mr. Willys stated that orders for new model seventy Willys in its first month exceeded those ever received in same length of time for any new

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1926			Sales			High			Low			Close			Net Change		
High	Low	Div.		High	Low	High	Low	Div.	High	Low	Div.	High	Low	Div.	High	Low	Div.
18 1/2	14	...	Advance Rumely	800	15 1/2	15	15	15	15	15	15	15	15	15	15	15	15
27 1/2	21 1/2	...	Ajax Rubber	5,900	12 1/2	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2
81 1/2	82 1/2	...	Allis-Chalmers	1,600	85	85	85	85	85	85	85	85	85	85	85	85	85
110	108 1/2	...	Allis-Chalmers pf.	100	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2
34 1/2	20	...	Am. Bosch Magneto	5,300	24 1/2	24	24	24	24	24	24	24	24	24	24	24	24
15 1/2	12 1/2	...	Am-La France	600	14 1/2	14	14	14	14	14	14	14	14	14	14	14	14
37 1/2	23	...	Briggs Mfg. Co.	5,700	33 1/2	33	33	33	33	33	33	33	33	33	33	33	33
64 1/2	39	...	Chrysler Corp.	27,400	44 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2
108	103 1/2	...	Chrysler Corp. pf.	100	103 1/2	103 1/2	103 1/2	103 1/2	103 1/2	103 1/2	103 1/2	103 1/2	103 1/2	103 1/2	103 1/2	103 1/2	103 1/2
13	10 1/2	...	Continental Motors	3,800	11 1/2	11	11	11	11	11	11	11	11	11	11	11	11
47 1/2	30 1/2	...	Dodge Bros.	45,100	38	36	37	37	37	37	37	37	37	37	37	37	37
88 1/2	83	...	Dodge Bros. pf.	1,000	85 1/2	85 1/2	85 1/2	85 1/2	85 1/2	85 1/2	85 1/2	85 1/2	85 1/2	85 1/2	85 1/2	85 1/2	85 1/2
32 1/2	26 1/2	...	Eaton Axle & Spring	2,500	29 1/2	28 1/2	29	29	29	29	29	29	29	29	29	29	29
79 1/2	71 1/2	...	Electric Stor. Battery	2,200	76 1/2	75 1/2	76	76	76	76	76	76	76	76	76	76	76
82 1/2	71	...	Electric Auto-Life	300	74 1/2	74	74 1/2	74 1/2	74 1/2	74 1/2	74 1/2	74 1/2	74 1/2	74 1/2	74 1/2	74 1/2	74 1/2
24 1/2	19	...	Emerson-Brant	500	15	15	15	15	15	15	15	15	15	15	15	15	15
21 1/2	14 1/2	...	Fifth Ave. Bldg.	100	20	20	20	20	20	20	20	20	20	20	20	20	20
105 1/2	89 1/2	...	Fisher Body	1,200	94 1/2	93	94	94	94	94	94	94	94	94	94	94	94
26 1/2	14 1/2	...	Flak Rubber	23,900	18 1/2	17 1/2	18	18	18	18	18	18	18	18	18	18	18
197	109	...	Flak Rubber 1st pf.	300	102	101 1/2	101 1/2	101 1/2	101 1/2	101 1/2	101 1/2	101 1/2	101 1/2	101 1/2	101 1/2	101 1/2	101 1/2
42	37	...	Gabriel Snubber	3,000	38 1/2	37 1/2	38 1/2	38 1/2	38 1/2	38 1/2	38 1/2	38 1/2	38 1/2	38 1/2	38 1/2	38 1/2	38 1/2
9 1/2	7	...	Gardner Motor	400	8 1/2	8	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2
131 1/2	115 1/2	...	General Motors	2,200	123 1/2	121 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2
115 1/2	113 1/2	...	General Motors pf.	300	115 1/2	115	115 1/2	115 1/2	115 1/2	115 1/2	115 1/2	115 1/2	115 1/2	115 1/2	115 1/2	115 1/2	115 1/2
25 1/2	21	...	Glidden Co.	1,500	23 1/2	22 1/2	23	23	23	23	23	23	23	23	23	23	23
10 1/2	6 1/2	...	Goodrich	6,200	65 1/2	63	63 1/2	63 1/2	63 1/2	63 1/2	63 1/2	63 1/2	63 1/2	63 1/2	63 1/2	63 1/2	63 1/2
109 1/2	101	...	Goodyear T. & R. pf.	200	106 1/2	104 1/2	104 1/2	104 1/2	104 1/2	104 1/2	104 1/2	104 1/2	104 1/2	104 1/2	104 1/2	104 1/2	104 1/2
46	40 1/2	...	Hayes Wheel	500	43	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2	42 1/2
123 1/2	103	...	Hudson Motor Car.	41,900	114 1/2	110 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2
23 1/2	17	...	Hupp Motor Car.	5,300	23 1/2	23	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2
24 1/2	18	...	Inman Motorcycle	2,500	22 1/2	22	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2
66	46 1/2	...	Jordan Motor Car.	9,800	56 1/2	53	54 1/2	54 1/2	54 1/2	54 1/2	54 1/2	54 1/2	54 1/2	54 1/2	54 1/2	54 1/2	54 1/2
21 1/2	15 1/2	...	Kelly-Springfield	1,800	17 1/2	16 1/2	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2
126	106	...	Kelsey Wheel	200	115	114	116	116	116	116	116	116	116	116	116	116	116
14	10 1/2	...	Lee Rubber & Tire	700	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2
159	117 1/2	...	Mack Trucks	8,000	125 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2	122 1/2
112	109 1/2	...	Mack Trucks 1st pf.	200	112 1/2	112	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2	112 1/2
34 1/2	28	...	Martin Rockwell	200	29 1/2	29	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2
37 1/2	21 1/2	...	Moore Motors	500	33 1/2	33	33	33	33	33	33	33	33	33	33	33	33
53 1/2	40 1/2	...	Motometer A	5,100	44 1/2	43 1/2	44 1/2	44 1/2	44 1/2	44 1/2	44 1/2	44 1/2	44 1/2	44 1/2	44 1/2	44 1/2	44 1/2
53 1/2	29	...	Motometer Wheel Corp.	800	31	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2
19 1/2	15 1/2	...	Mullins Body	200	16	16	16	16	16	16	16	16	16	16	16	16	16
16 1/2	10 1/2	...	Murray Body	3,400	14 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2
46 1/2	35	...	Nash Motors	8,400	60 1/2	59	60 1/2	60 1/2	60 1/2	60 1/2	60 1/2	60 1/2	60 1/2	60 1/2	60 1/2	60 1/2	60 1/2
22 1/2	16 1/2	...	Omnibus Corp.	5,300	20 1/2	19 1/2	20	20	20	20	20	20	20	20	20	20	20
43 1/2	33 1/2	...	Packard Motor Car.	13,800	37 1/2	36 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2
28 1/2	20	...	Paige-Detroit Motor	2,500	23 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2	22 1/2
43 1/2	27	...	Pierce-Arrow	7,600	32 1/2	30 1/2	31 1/2	31 1/2	31 1/2	31 1/2	31 1/2	31 1/2	31 1/2	31 1/2	31 1/2	31 1/2	31 1/2
108 1/2	86 1/2	...	Pierce-Arrow pf.	2,100	92 1/2	91 1/2	91 1/2	91 1/2	91 1/2	91 1/2	91 1/2	91 1/2	91 1/2	91 1/2	91 1/2	91 1/2	91 1/2
10 1/2	6 1/2	...	Reynolds Spring	1,400	27	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2
31 1/2	21	...	Spicer Mfg. Co.	1,800	27	26	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2
92 1/2	72	...	Stewart-Warner Speed	100	70	70	70	70	70	70	70	70	70	70	70	70	70
77 1/2	66	...	Stromberg Carburetor	9,900	37 1/2	37	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2
61 1/2	55	...	Studebaker Co.	9,900	57 1/2	57	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2
56 1/2	44 1/2	...	Timken Roller Bear.	4,100	52	51	51 1/2	51 1/2	51 1/2	51 1/2	51 1/2	51 1/2	51 1/2	51 1/2	51 1/2	51 1/2	51 1/2
88 1/2	87	...	U. S. Rubber	9,100	73	71 1/2	72 1/2	72 1/2	72 1/2	72 1/2	72 1/2	72 1/2	72 1/2	72 1/2	72 1/2	72 1/2	72 1/2
109	104	...	U. S. Rubber 1st pf.	200	106	106	106	106	106	106	106	106	106	106	106	106	106
90	73 1/2	...	White Motors	5,600	78 1/2	77 1/2	77 1/2	77 1/2	77 1/2	77 1/2	77 1/2	77 1/2	77 1/2	77 1/2	77 1/2	77 1/2	77 1/2
59	51 1/2	...	Willys-Overland pf.	700	97 1/2	96 1/2	97 1/2	97 1/2	97 1/2	97 1/2	97 1/2	97 1/2	97 1/2	97 1/2	97 1/2	97 1/2	97 1/2
22 1/2	22 1/2	...	Yellow C. & T. B.	1,900	29 1/2	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2
96 1/2	93 1/2	...	Yellow C. & T. pf.	100	95	95	95	95	95	95	95	95	95	95	95	95	95

NEW YORK CURE			CHICAGO			DETROIT			CLEVELAND		
Sales	Stocks	High. Low. Last Chg.	Sales	Stocks	High. Low. Last Chg.	Sales	Stocks	High. Low. Last Chg.	Sales	Stocks	High. Low. Last Chg.
100	Aub Auto.	58 58 58 -1	1125	Bendix Corp.	27 1/2 27 1/2 27 1/2 -1	500	C. G. Spring	8 1/2 8 1/2 8 1/2 -1	500	C. G. Spring	8 1/2 8 1/2 8 1/2 -1
700	Brill A. n. w. l.	43 40 40 -2 1/2	150	Hupp	23 23 23 -1 1/2	100	Fed Truck	40 40 40 -1 1/2	100	Fed Truck	40 40 40 -1 1/2
300	do B.	22 1/2 21 1/2 21 1/2 -1	130	Omni-Bus	23 23 23 -1 1/2	600	Hall Lamp	15 15 15 -1 1/2	600	Hall Lamp	15 15 15 -1 1/2
2000	Dur Motors	10 1/2 9 1/2 10 1/2 + 1/2	400	Reo	23 23 23 -1 1/2	465	Paige	23 23 23 -1 1/2	465	Paige	23 23 23 -1 1/2
400	Fageol Mot.	6 1/2 6 1/2 6 1/2 + 1/2	100	Yel T. & C. B.	29 29 29 -1 1/2	1844	Reo	23 23 23 -1 1/2	1844	Reo	23 23

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Weight 112 H.P. 112 H.P.
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Oil 112 H.P. 112 H.P.
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Weight 112 H.P. 112 H.P.
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